

Subject: Re: Friday (23rd) at 11 a.m. Re: Update - Sunday Westchester Farmers' Market

From: Donald Duckworth <duckworth.donald@gmail.com>

Date: 09/20/2016 08:53 AM

To: Cynthia Rogers <westchester.cfm@gmail.com>

CC: Les Watt <les@blacktievalet.com>, Miki Payne2 <miki@hbdrollinger.com>

BCC: Donald R Duckworth <duckworth.donald@gmail.com>

I cannot meet Friday unless it's at the end of the day. I have a lunch meeting in Ventura County that day.

On Sep 20, 2016 8:28 AM, "Cynthia Rogers" <westchester.cfm@gmail.com> wrote:

Morning Don, looks like all is a go for Miki and Les for this Friday at 11 a.m. - does that work for you too? ..I'll be sure to keep notes brief but thorough - lots of updates with market, vendors, special events, logistics, marketing but will have a quick one sheet to knock the topics out ...and an updates sales spreadsheet is incoming later today :) onward!

On Fri, Sep 16, 2016 at 4:57 PM, Les Watt <les@blacktievalet.com> wrote:

11 AM next Friday works for me

From: Miki Payne [mailto:Miki@hbdrollinger.com]

Sent: Friday, September 16, 2016 4:33 PM

To: Cynthia Rogers; Les Watt

Cc: Donald Duckworth

Subject: RE: Update - Sunday Westchester Farmers' Market

Friday is the only day I have available. 11:00 would be perfect on Friday next week - how does that work for the rest of you?

Miki Payne
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From: Cynthia Rogers [<mailto:westchester.cfm@gmail.com>]
Sent: Friday, September 16, 2016 4:14 PM
To: Les Watt
Cc: Donald Duckworth; Miki Payne
Subject: Re: Update - Sunday Westchester Farmers' Market

I'm available - Monday (in the afternoon), anytime Thursday or Friday...

On Fri, Sep 16, 2016 at 4:04 PM, Les Watt <les@blacktievalet.com> wrote:
Thanks Cynthia, Do we have a day and time for a meeting next week? Thanks, Les

From: Cynthia Rogers [<mailto:westchester.cfm@gmail.com>]
Sent: Friday, September 16, 2016 2:06 PM
To: Les Watt; Donald Duckworth; Miki Payne
Subject: Update - Sunday Westchester Farmers' Market

Hi all,

Couple updates:

- **Overall Market Performance** - if you toss our highest and lowest, our overall weekly average is at **\$626** (otherwise it's \$685) - so we are just

slightly above the conservative prediction of \$600 week.

- **Current Market Performance** - while we were in the solid mid 600s for the first stretch of six weeks, the last three weeks coinciding with Labor Day weekend and the end of summer have been in the mid 500s. (snapshot with weekly averages listed below).
- **Vendor Relations** - so far so good, we lost a couple of vendors which we were able to quickly replace and between that keeping morale solid. JR Organics, our anchor farmer, however, may not work out in the longer term. I'm doing everything I can at this point to keep them (much with keeping the crew fired up between calling the head farmer and leaning on the rapport from years builtbut) we shall see. I'll have more on this our next team meet, it's pretty important to have key farmers like JR Organics to engender word of mouth with the core farmers' market folks - also to keep the balance with the other farmers - we may need to think of a creative idea to keep them ...I have an idea and have down for our next meet.
- **Vendor Development** - in the face of some attrition hiccups - onward! We are adding a couple food vendor over next couple of weeks, new bread vendor incoming in two weeks, HA's organic apples, stone fruit and gorgeous duck eggs ..joins us this week and between that I'm gearing us up for more additions as we roll into the new year - I know we still have the Fall but we need to gear up now to capture new farmers when things are abundant in the Spring. More on this when we get a chance to meet up :)
- **On-site activities, kid's entertainment, music** - lot of moving parts on this end but tunes are flowing and the kids are happy - full update when we catch up next.
- **Programs** - EBT - we got the device covered through a california program and the device is on it's way; ordering coins and should be ready within two weeks.
- **Admin, permits, quarterly fees** - I'll update my sales spreadsheet so you all can see the tracking of vendor performance along with with everything else (expense, peach coins, etc) along with this Sunday's performance - promise to have by the close of Monday; rest is solid; quarterly report goes into ag dept in two weeks but more on that later.

And that's the main updates, lots of other stuff to connect on including the expanding the exhibitors program beyond local small businesses and such along with all the other topics.

Catch you all soon on soon!

Best,

Cynthia

Week #	Third Quarter	2016
1	July 17	\$1244
2	July 24	\$680
3	July 31	\$556
4	Aug 7	\$662
5	Aug 14	\$683
6	Aug 21	\$705
7	Aug 28	\$559
8	Sept 4	\$534
9	Sept 11	\$540

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Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

www.westchesterfarmersmkt.com

Re: Friday (23rd) at 11 a.m. Re: Update - Sunday...

| [\(310\) 936-9060](tel:(310)936-9060)

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Cynthia Rogers
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